

1 of 3

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) ANJIE BRADY

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

CLIENT: HELLER FOR SENATE SC=\*

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	5A-530A		:30	\$175.00	10/24-10/26	1	1	1	\$175.00	
		Buyline Comment: 5A NEWS										
	2	M-TU	530A-6A		:30	\$175.00	10/29-10/30	1	1	1	\$175.00	
		Buyline Comment: 530A NEWS										
	3	W-F	7A-9A		:30	\$400.00	10/24-10/26	3	1	3	\$1,200.00	
		Buyline Comment: GD MRN AMR										
	4	M-TU	7A-9A		:30	\$400.00	10/29-10/30	1	1	1	\$400.00	
		Buyline Comment: GD MRN AMR										
	5	M-TU	10A-11A		:30	\$700.00	10/29-10/30	1	1	1	\$700.00	
		Buyline Comment: THE VIEW										
	6	W-F	12P-1P		:30	\$600.00	10/24-10/26	2	1	2	\$1,200.00	
		Buyline Comment: THE CHEW										
	7	M-TU	12P-1P		:30	\$600.00	10/29-10/30	1	1	1	\$600.00	
		Buyline Comment: THE CHEW										
	8	TU	10P-11P		:30	\$3,000.00	10/30-10/30	1	1	1	\$3,000.00	
		Buyline Comment: PRV P/DANCE-R										

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .HELLER FOR SENATE

Product DEAN HELLER

Estimate#

Buyer NEIL WILLIAMS

Phone#

Fax#

Agency ( ) STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	W	9P-930P		:30	\$7,500.00	10/24-10/24	1	1	1	\$7,500.00	
			Buyline Comment: MODRN FAMILY									
	10	W	10P-11P		:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
			Buyline Comment: NASHVILLE									
	11	TH	9P-10P		:30	\$2,500.00	10/25-10/25	1	1	1	\$2,500.00	
			Buyline Comment: GREY ANTMY									

---REPORT TOTALS---

Report Totals: 14 / \$18,950.00

---SALES MONTHLY TOTALS---

Oct 12: 9 / \$14,075.00

Nov 12: 5 / \$4,875.00

Sales Totals: 14 / \$18,950.00

Station Totals: 14 / \$18,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$105,278	KBLR	0%	KLAS	25%	KSNV	26%	KTNV	18%	KTUD	1%
		KVCW	3%	KVMY	5%	KVVU	22%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Station	KTNV-TV LAS VEGAS, NV	Agency	( ) STRATEGIC MEDIA SVCS	Rep Firm	
Advertiser	( ) .HELLER FOR SENATE		3299 K STREET NW SUITE #200	Sales Office	( ) PHILADELPHIA
Product	DEAN HELLER		WASHINGTON, DC 20007	Salesperson	( ) ANJIE BRADY
Estimate#		Agency C/P1/P2/E			
Buyer	NEIL WILLIAMS	Flight Dates	10/24/2012 - 10/30/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					